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FEDERAL TRADE COMMISSION

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In the Matter of:)
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P R O C E E D I N G S

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VIDEOTAPE -- CORAL CALCIUM

ON SCREEN: The following is a paid commercial
for "Coral Calcium"

KEVIN TRUDEAU: Hi, thanks for watching. I'm
Kevin Trudeau and this is another edition of A Closer
Look. We're going to be talking about health this half
hour, specifically cancer, heart disease.

My guest is Robert Barefoot, who's the author
of Death by Diet and The Calcium Factor. And he claims
that mineral deficiencies are one of the major causes of
disease in people in America.

Bob, thanks for being my guest today.

ROBERT BAREFOOT: (Inaudible).

KEVIN TRUDEAU: Now, you say -- because you're
the author of The Calcium Factor, the Scientific Secret
of Health and Youth.

ROBERT BAREFOOT: Yes.

KEVIN TRUDEAU: It says here, most degenerative
diseases, aging, cancer, osteoporosis, heart disease,
kidney stones, even allergies can be scientifically
linked to mineral deficiencies.

ROBERT BAREFOOT: That's correct.

KEVIN TRUDEAU: Explain that.

1 ROBERT BAREFOOT: Well, the reason for that is
2 that the human body, when it lacks these minerals, begins
3 to build up acid and the acid drives up the oxygen.

4 ON SCREEN: Robert Barefoot
5 Scientist/Author

6 ROBERT BAREFOOT: Now, a medical doctor called
7 Dr. Otto Warburg (phonetic) one two Nobel prizes for
8 discovering that this acid, removing the oxygen was the
9 cause of cancer.

10 KEVIN TRUDEAU: Just removing the oxygen, the
11 acid from the body?

12 ROBERT BAREFOOT: You see, in acid, oxygen
13 can't remain. So, it's expelled. So, as your body
14 fluids become more acidic, you have less and less oxygen,
15 and we're oxygen critters. We need this oxygen badly.
16 So, by giving yourself these minerals, you drive out the
17 acids, you bring in the oxygen and your body can be
18 healthy.

19 KEVIN TRUDEAU: Now, first off, you're not a
20 medical doctor.

21 ROBERT BAREFOOT: No, I'm a scientist.

22 KEVIN TRUDEAU: Okay. Now, medical doctors
23 claim cancer, they don't know what the cause is.

24 ROBERT BAREFOOT: (Laughter.)

25 KEVIN TRUDEAU: Some people think it's genetic

1 and there are billions of dollars that have been spent on
2 trying to find a cure.

3 ROBERT BAREFOOT: That's correct. But when you
4 get back to the cause, two Nobel Prizes have been awarded
5 for the man who discovered the cause of cancer, and he
6 said the cause of cancer was anaerobism or a lack of
7 oxygen.

8 KEVIN TRUDEAU: So --

9 ROBERT BAREFOOT: For which he won the Nobel
10 Prize.

11 KEVIN TRUDEAU: So, there is allegedly --
12 because I've never heard that the cause of cancer was
13 known.

14 ROBERT BAREFOOT: Yes. Most doctors haven't
15 either. But the scientific community is very aware that
16 Dr. Otto Warburg, who won the Nobel Prize for the
17 discovery of the cause of cancer, and it makes so much
18 sense. It makes sense because, if you understand the
19 cause, you can then prevent and/or reverse cancer.

20 KEVIN TRUDEAU: Okay. So, here's the question.
21 I asked myself, will I get cancer? Can I know?

22 ROBERT BAREFOOT: Yes.

23 KEVIN TRUDEAU: I mean, people out there
24 watching right now are all wondering, I hope I don't get
25 cancer or I wonder if I am going to get cancer.

1 ROBERT BAREFOOT: Yes.

2 KEVIN TRUDEAU: Is there a way for us to know
3 whether we will or won't?

4 ROBERT BAREFOOT: Yes, there is, and it's very
5 simple. First off, we just review what you're eating.
6 Are you getting the minerals? And if you're not, you
7 will become acidic and you will get one of the major
8 diseases. You can have heart disease, cancer, lupus,
9 fibromyalgia, multiple sclerosis. Name the disease,
10 they're all caused by acidosis.

11 So, you review what you're eating. Most
12 Americans, of course, aren't eating enough minerals, so
13 they're all candidates for these diseases.

14 The other way is to simply measure your body
15 fluid pH. You see, all your body fluids share -- you
16 produce about eight quarts of saliva a day. And you
17 don't have a saliva pouch where it comes from. It comes
18 out of the blood.

19 KEVIN TRUDEAU: Um-hum.

20 ROBERT BAREFOOT: So, the saliva circulates
21 through the blood. And the blood takes out of the saliva
22 the calcium. When that occurs, the saliva becomes very
23 acidic. So, you just have to do a three-cent pH test.
24 Spit on a piece of saliva and I can tell you your state
25 of health.

1 KEVIN TRUDEAU: Okay. Now, actually, we've had
2 Dr. Morder on the show before and we mentioned earlier
3 that you know Dr. Morder.

4 ROBERT BAREFOOT: Yes, and I totally concur
5 with what he says.

6 KEVIN TRUDEAU: And he's a big proponent of
7 having an alkaline pH in the body.

8 ROBERT BAREFOOT: Yes, that's correct.

9 KEVIN TRUDEAU: He also mentions -- he was the
10 only other guy I ever met that talked about a pH test
11 which will determine your health quotient, if you will.

12 ROBERT BAREFOOT: That's correct.

13 KEVIN TRUDEAU: So, you're saying that if a
14 person -- you explained this in the book.

15 ROBERT BAREFOOT: Yes.

16 KEVIN TRUDEAU: So, if a person wants to know
17 whether -- now, this seems like you'd have 3,000 or 4,000
18 doctors disagree with you on this point. But you're
19 saying -- and Dr. Morder also says -- that if you test
20 your pH, you can determine whether or not you have a high
21 chance of getting cancer?

22 ROBERT BAREFOOT: Yes, because your pH is
23 directly related to calcium deficiency. If you are
24 acidic, you are calcium deficient.

25 KEVIN TRUDEAU: Are most people acidic?

1 ROBERT BAREFOOT: By the time you're 60, about
2 98 percent are.

3 KEVIN TRUDEAU: Okay. Now, here's the
4 question. So, if that's the case, is there a way to
5 change the body pH from being acidic to being more
6 alkaline?

7 ROBERT BAREFOOT: Yes, you need to enrich the
8 body with minerals and there are all kinds of minerals
9 and all kinds of ways of doing that, some vastly superior
10 to others.

11 KEVIN TRUDEAU: Okay. What's a good way, in
12 your opinion, that a person can get rid of that acidity?

13 ROBERT BAREFOOT: Well, they have to consume a
14 lot more calcium. You see, just like you've heard in the
15 past, there are cultures all over the world that never
16 get sick and they live to be 100, and all these cultures
17 have one thing in common and it doesn't matter whether
18 the Hunzas in Pakistan or the Titicaca Indians -- in
19 China, there's a band of millions of them, or the
20 Okinawans over in Japan, on the Oprah Winfrey Show talked
21 about how they live long and they never get sick.

22 KEVIN TRUDEAU: Um-hum.

23 ROBERT BAREFOOT: They all have one thing in
24 common. They all consume over 100,000 milligrams of
25 calcium a day, and I bet you didn't get 1,000 yesterday

1 or today.

2 KEVIN TRUDEAU: So, we --

3 ROBERT BAREFOOT: They eat 100 times as much as
4 you and I.

5 KEVIN TRUDEAU: Is that the only common
6 denominator, consuming more calcium?

7 ROBERT BAREFOOT: No, the other common
8 denominator is they're all in the sun for several hours a
9 day.

10 KEVIN TRUDEAU: Oh, I thought the sun was bad
11 for us.

12 ROBERT BAREFOOT: No, the sun prevents cancer,
13 it doesn't cause cancer.

14 KEVIN TRUDEAU: Now wait a minute here.

15 ROBERT BAREFOOT: It prevents all disease.

16 KEVIN TRUDEAU: There's all types of research,
17 isn't there, that --

18 ROBERT BAREFOOT: No.

19 KEVIN TRUDEAU: -- says that cancer -- skin
20 cancer is caused by sun exposure?

21 ROBERT BAREFOOT: If that's the case, then why
22 do we have twice as much cancer in the northern states as
23 the southern states? Why does prostate cancer go up 300
24 percent from the Mexican border to the Canadian border?
25 And in America here, we've got the ultimate proof. We

1 have the black community who has three, four times as
2 much cancer, especially skin cancer, as the whites.
3 What's the common denominator? The blacks in Africa are
4 in the sun for 10 hours a day and there is virtually no
5 skin cancer. The blacks in America never are in the sun
6 and they have horrific skin cancer.

7 KEVIN TRUDEAU: And you're saying that's caused
8 simply by being too acid?

9 ROBERT BAREFOOT: No. The sun plays a role.
10 When the sun strikes your body, you produce Vitamin D.
11 Vitamin D allows you to absorb 10 times as much
12 nutrition. When the sun strikes your face, your
13 pituitary, your pineal and hypothalamus, which are behind
14 your eyes, they produce calcitonin, melatonin, serotonin,
15 (inaudible) tri-phosphate. All these nutrients
16 coordinate with the minerals to give you a healthy body.
17 So, you need it all.

18 KEVIN TRUDEAU: Okay. Now, let's talk about
19 this calcium because there's different ways to get
20 calcium in your system, right?

21 ROBERT BAREFOOT: That's correct.

22 KEVIN TRUDEAU: On television right now there's
23 some TV infomercials that sell a product called CalMax.
24 I bought that, which you pour some stuff and it fizzes
25 up.

1 ROBERT BAREFOOT: Um-hum.

2 KEVIN TRUDEAU: And it's calcium and magnesium.

3 ROBERT BAREFOOT: An excellent product.

4 KEVIN TRUDEAU: CalAbsorb.

5 ROBERT BAREFOOT: Yes.

6 KEVIN TRUDEAU: And I know Elron Hubbard put

7 together a thing called Cal Mag, which is a special

8 formula of calcium and magnesium.

9 ROBERT BAREFOOT: Excellent product, too.

10 KEVIN TRUDEAU: Okay.

11 ROBERT BAREFOOT: I endorse it.

12 KEVIN TRUDEAU: All right. Now, are they all

13 good? Is there one better than the other (inaudible)?

14 ROBERT BAREFOOT: There's no such thing as a

15 bad nutrient. Some are much better than others. The

16 real key with calcium is it does not want to absorb in

17 the human body. If you, for example, take a calcium

18 antacid, it will absorb 2 percent. If you take milk, you

19 absorb 17 percent. If you take some of these citrates,

20 you absorb 10 percent.

21 KEVIN TRUDEAU: Um-hum.

22 ROBERT BAREFOOT: But you know, there is a

23 substance out there where you get 100 percent absorption.

24 KEVIN TRUDEAU: Hmm.

25 ROBERT BAREFOOT: And America hasn't heard

1 about it. And that's really strange because, you know,
2 for hundreds of years, tens of millions of people around
3 the world have taken it. Today, there are tens of
4 millions of people around the world that are taking this
5 substance with 100 percent absorption.

6 KEVIN TRUDEAU: And this is the coral from --

7 ROBERT BAREFOOT: Yes.

8 KEVIN TRUDEAU: -- Okinawa, Japan that people
9 add in water.

10 ROBERT BAREFOOT: Yeah. They discovered it 600
11 years ago. When the chickens pecked the coral reefs,
12 there were twice as many eggs. The cows gave three times
13 as much milk. When they put it on their crops, they
14 record a 400 percent increase in rice, for example. Then
15 they started taking it themselves and it took a while
16 before they noticed that things were happening because
17 they gradually got healthier and healthier.

18 And by the time, 100 years later when the
19 Spanish explorers came, they noticed that these people
20 were old, old, but they were doing things that only the
21 young people did and that they virtually had no disease.
22 When they realized that they were putting this coral in
23 their food, they then filled up their ship holds with the
24 coral sand, took it back to Spain where they analyzed it
25 and said, hey, it's mainly calcium, but it's also got a

1 perfect balance of magnesium, 70 other trace metals and
2 minerals. So, it's just loaded, because the coral took
3 millions of years to leach the oceans of all the
4 nutrients.

5 KEVIN TRUDEAU: Hmm.

6 ROBERT BAREFOOT: And the story goes, in Spain,
7 the very first drugstore in Barcelona, was the very first
8 drugstore in the world, its shelves were lined with coral
9 calcium, because that's what all the doctors of the day
10 used.

11 KEVIN TRUDEAU: So, you can buy this coral
12 calcium sand and you add this sand to water? Is that how
13 it works?

14 ROBERT BAREFOOT: Well, you could do that and
15 you get some benefits because, you see, the sand also
16 contains microbes, little critters that when you get it
17 in your intestine, they go to work and you absorb 10
18 times as much food. But the best way, of course, is to
19 consume it whole.

20 KEVIN TRUDEAU: The actual coral itself?

21 ROBERT BAREFOOT: Yes. In capsule form.

22 KEVIN TRUDEAU: Oh, really? And so, this
23 actually is adding calcium into your system.

24 ROBERT BAREFOOT: Yes. As a matter of fact,
25 since within about 20 minutes you get 100 percent

1 absorption, you're literally getting 50 times as much
2 calcium, 50 times as fast if you take the coral calcium
3 versus, say, an antacid calcium.

4 KEVIN TRUDEAU: Now, have you seen results? I
5 mean, okay, what percentage of people are calcium
6 deficient? I mean, if a person's home right now -- is
7 everyone calcium deficient?

8 ROBERT BAREFOOT: No. By the time the average
9 American is 35, he has more calcium going out of his body
10 and into the body and that's when it starts. By the time
11 he's 60, about 98 percent are totally calcium deficient
12 and that's why we have people 60 with heart disease, you
13 know, Lupus, Parkinson's. All these diseases are caused
14 by acidosis.

15 Take heart disease, for example.

16 KEVIN TRUDEAU: Um-hum.

17 ROBERT BAREFOOT: Have you ever heard anybody
18 having a hardening of the veins?

19 KEVIN TRUDEAU: No, I've always heard hardening
20 of the arteries.

21 ROBERT BAREFOOT: Well, how come cholesterol
22 doesn't harden the veins? It hardens the arteries. It's
23 cholesterol that's the problem. You see, cholesterol
24 isn't the cause of heart disease.

25 KEVIN TRUDEAU: But wait --

1 ROBERT BAREFOOT: Acidosis is.

2 KEVIN TRUDEAU: Okay. But, now, aren't you
3 going against standard --

4 ROBERT BAREFOOT: No.

5 KEVIN TRUDEAU: -- medical --

6 ROBERT BAREFOOT: I'm going against the final
7 conclusion, not the medical studies, because, you see,
8 when the doctor opens up a heart patient, he finds
9 cholesterol plaque and he blames the cholesterol.

10 KEVIN TRUDEAU: So, shouldn't -- if a person
11 has high cholesterol, shouldn't he be concerned?

12 ROBERT BAREFOOT: Not really because, you
13 see --

14 KEVIN TRUDEAU: Not really?

15 ROBERT BAREFOOT: -- if you go to the scene of
16 a fire and see a fireman, are you concerned because he's
17 there? If you see a policeman at a crime --

18 KEVIN TRUDEAU: Yes.

19 ROBERT BAREFOOT: -- are you concerned because
20 the police are there? Do you blame them?

21 KEVIN TRUDEAU: But doesn't that usually tell
22 you that there's something particularly wrong?

23 ROBERT BAREFOOT: Ah. No, it tells you that
24 they're there for a reason, just like cholesterol. You
25 see, the artery is different than the vein because it has

1 muscle tissue around the issue.

2 KEVIN TRUDEAU: Um-hum.

3 ROBERT BAREFOOT: And when the acid eats a hole
4 in it, you're going to die if it breaks. So, the body
5 has to protect you, and the first thing it does is it
6 hardens the artery to protect the burst, because the acid
7 was eating a hole in it, okay? And then when it
8 squeezes, it cracks. But God gave you cholesterol, which
9 is goopy, and it seals the crack and it was found at the
10 scene of the crime because it just saved your life. If
11 the cholesterol hadn't been there, you would have been
12 dead.

13 KEVIN TRUDEAU: Okay. But when it continues to
14 do that, that's when you get the --

15 ROBERT BAREFOOT: Well, yes, but it wasn't
16 cholesterol. It was just like the police and the fireman
17 at the scene.

18 KEVIN TRUDEAU: So, the real issue --

19 ROBERT BAREFOOT: The cholesterol is there to
20 save your life.

21 KEVIN TRUDEAU: To seal the crack.

22 ROBERT BAREFOOT: Now, did you also know that
23 studies are out now that if the average person over 70
24 were to double his cholesterol, he can live 10 years
25 longer, and did you know that lowering your cholesterol

1 can cause strokes?

2 KEVIN TRUDEAU: Now, that goes against --

3 ROBERT BAREFOOT: No, no, these are scientific
4 studies that can be shown to you --

5 KEVIN TRUDEAU: Well, how come --

6 ROBERT BAREFOOT: -- done by the world's best
7 scientists.

8 KEVIN TRUDEAU: Then how come medical doctors
9 don't tell you that? They say you have high --

10 ROBERT BAREFOOT: Because the --

11 KEVIN TRUDEAU: -- cholesterol, take this drug
12 or high cholesterol, you should be concerned.

13 ROBERT BAREFOOT: Because of \$70 billion a year
14 made by the drug industry. They don't want you to know
15 and the drug industry only tells the doctors what they
16 want them to know and they don't want them to know that
17 they don't need the \$70 billion in anti-cholesterol
18 drugs --

19 KEVIN TRUDEAU: Hold on to that because I want
20 to talk about our friends with that whole industry in
21 just a moment.

22 ON SCREEN: 1-800-870-4122

23 ROBERT BAREFOOT: (Laughter.)

24 KEVIN TRUDEAU: But if you are watching --
25 because that's a whole other story. If you are watching

1 right now, we're talking with Bob Barefoot who's the
2 author of Death by Diet and also The Calcium Factor, the
3 Scientific Secrets of Health and Youth, one of the most
4 incredible books on health I've ever read. He also has
5 information on this coral calcium, which is a great form
6 of calcium that you can absorb and actually physically
7 take. We're going to talk about -- more about that in a
8 moment.

9 If you want information on these books or the
10 coral calcium, just call the number on your screen for
11 some more information. We worked out an arrangement here
12 on A Closer Look always with our guests. If you do call
13 today, mention A Closer Look, you will get a substantial
14 discount off the price of the books or you can get all
15 your questions answered or get some additional
16 information sent to you on this or the coral calcium,
17 which you can actually take.

18 You're talking about doctors. I go to a
19 doctor, he says I have high cholesterol, I should be
20 concerned. You're saying if I have high cholesterol, I
21 should not be concerned.

22 ROBERT BAREFOOT: No, because high cholesterol
23 is only one of dozens of factors that you should be
24 concerned about. Usually when you're mineral balanced,
25 the cholesterol looks after itself. High cholesterol

1 means that you're probably calcium deficient. It's the
2 calcium deficiency that's going to cause a problem, not
3 the cholesterol.

4 KEVIN TRUDEAU: Okay. So, if I take calcium --

5 ROBERT BAREFOOT: Now, there's a doctor in New
6 York, Kilmer McCauley (phonetic), he's been nominated for
7 the Nobel Prize, because he said it's the acid eating the
8 holes in the artery wall that's the cause of heart
9 disease and he says it's not cholesterol. He's just been
10 nominated for a Nobel Prize. So, I have a lot of
11 powerful people in agreement with me.

12 KEVIN TRUDEAU: Okay. Now, so, are you saying
13 the simplest thing a person can do to increase their
14 health is consume more calcium?

15 ROBERT BAREFOOT: That's the case, and that's
16 why all these cultures all over the world, who eat 10 to
17 100 times as much as we do, virtually never have heart
18 disease or cancer.

19 KEVIN TRUDEAU: Okay. But I can't go to a
20 store, a drug store or a health food store, and just get
21 calcium in a bottle, in a pill and take it.

22 ROBERT BAREFOOT: No.

23 KEVIN TRUDEAU: Because you're saying that's
24 not going to have as good of an effect.

25 ROBERT BAREFOOT: No, no, no, and it's really

1 the wrong thing to do. I tell people who drink milk, you
2 can drink more, but I never tell you to drink milk if you
3 don't because, you see, the milk contains a lactic acid
4 which will aggravate your acid problem. So, it's not
5 necessarily the thing to do.

6 When we discovered back in '82, when we knew
7 that the calcium factor was the key to these people
8 staying healthy, we discovered that in Okinawa, that they
9 were eating this coral sand called coral calcium. Well,
10 boy, since 1982, we've been studying the coral calcium
11 and I can tell you there are tens of millions of people,
12 millions of testimonials. I've had 1,000 people tell me
13 how they've cured their cancer. I've witnessed people
14 get out of wheelchairs with multiple sclerosis just by
15 getting on the coral.

16 KEVIN TRUDEAU: Now, the medical community
17 would say to say that calcium is a cure for cancer is
18 ridiculous.

19 ROBERT BAREFOOT: Then why did the Journal of
20 the AMA this year quote the Strain (phonetic) Cancer
21 Research Institute and said that calcium supplements
22 reverse cancer. That's a quote from the Journal of the
23 AMA and they quoted how much. They said 1,500 milligrams
24 a day is enough to reverse colon cancer and they said
25 other cancers will grow back to normal. They don't use

1 the "cure" word, they say grow back to normal. But the
2 Journal of the AMA is quoting medical researchers now
3 that say, calcium reverses cancer.

4 KEVIN TRUDEAU: Are there people that disagree?
5 Are there scientists and doctors that would say you're
6 wrong based on this additional research? I mean, isn't
7 it a controversial topic?

8 ROBERT BAREFOOT: Well, of course it -- of
9 course it's controversy. But the controversy, once
10 again, goes back to money, which is drugs, and they're
11 the people that will be hurt the most, not the doctors.
12 The doctors aren't -- aren't responsible. They're the
13 victims like we are. When we wipe out cancer, and we
14 will, the doctors will be making more money.

15 KEVIN TRUDEAU: Now, calcium supplements, I go
16 to the -- I went to the store after I'm looking at your
17 book, The Calcium Factor.

18 ROBERT BAREFOOT: Yes.

19 KEVIN TRUDEAU: And I think, boy, I should take
20 some more calcium myself. So, I went to the store and
21 I'm all confused. There's one bottle that says calcium
22 and it's made from eggshells.

23 ROBERT BAREFOOT: Yes.

24 KEVIN TRUDEAU: Crushed eggshells. Another
25 bottle of calcium says oyster shells.